

Order / Rev: 705301
 Alt Order #: 06267278
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2954

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WKYC	10/19/12	10/19/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$800.00		0.00						
E 4	WKYC	10/19/12	10/19/12	M-F 430a-5a 430a News	CM	430a-5a	----F--	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$300.00		0.00						
E 5	WKYC	10/19/12	10/19/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	----F--	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$850.00		0.00						
E 6	WKYC	10/19/12	10/19/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,400.00		0.00						
E 7	WKYC	10/19/12	10/19/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,800.00		0.00						
E 8	WKYC	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
TONITE SHW-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,300.00		0.00						
E 9	WKYC	10/22/12	10/22/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$800.00		0.00						
E 10	WKYC	10/22/12	10/22/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
CH 3 NEWS 430A															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$300.00		0.00						
E 11	WKYC	10/22/12	10/22/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$850.00		0.00						
E 12	WKYC	10/22/12	10/22/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,400.00		0.00						
E 13	WKYC	10/22/12	10/22/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,800.00		0.00						
E 14	WKYC	10/22/12	10/22/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$10,000.00		0.00						
E 15	WKYC	10/20/12	10/20/12		CM	11-1130p	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00

Order / Rev: 705301
 Alt Order #: 06267278
 Flight Dates: 10/19/12 - 10/25/12

Advertiser: NRCC-IE
 Product Desc: NRCC-IE 2012
 Estimate: 2954

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sat 11-1135p LN SAT											
				CH 3 NWS AT 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1			\$3,000.00		0.00				
E 16	WKYC	10/20/12	10/20/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				CH 3 NWS AT 6											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1			\$2,500.00		0.00				
E 17	WKYC	10/20/12	10/20/12	Sat 730-8p Sat 730-8P	CM	730-8p	-----S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				CASH EXPLOSION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-		1			\$800.00		0.00				
E 18	WKYC	10/21/12	10/21/12	Sun 6-630p Channel 3 News at 6p SUN	CM	6-630p	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
				CH3 NWS@6 WKND											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1			\$2,500.00		0.00				
E 19	WKYC	10/21/12	10/21/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				CH3 SU MRN NWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S		1			\$1,800.00		0.00				
E 20	WKYC	10/25/12	10/25/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
				TONITE SHW-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1			\$1,300.00		0.00				
E 21	WKYC	10/25/12	10/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
				ELLEN											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1			\$800.00		0.00				
E 22	WKYC	10/25/12	10/25/12	M-F 430a-5a 430a News	CM	430a-5a	---T---	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
				CH 3 NEWS 430A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1			\$300.00		0.00				
E 23	WKYC	10/25/12	10/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	---T---	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
				CH3 NEWS SUNRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1			\$850.00		0.00				
E 24	WKYC	10/25/12	10/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	---T---	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1			\$1,400.00		0.00				
E 25	WKYC	10/25/12	10/25/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
				TODAY SHW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	---T---		1			\$1,800.00		0.00				
E 26	WKYC	10/23/12	10/23/12	Tonight Show Tonight Show	CM	1135p-1237a (11:35 PM-12:35 XM)	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
				TONITE SHW-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----		1			\$1,300.00		0.00				
E 27	WKYC	10/23/12	10/23/12		CM	4p-5p	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00

